

5. (Amended) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles in an electronic file for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement the purchaser-supplied information;

(b) developing commercial message selection criteria for selecting from potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting over a data network to a potential purchaser identified as suited, the specified commercial messages.

12. (Amended) An apparatus for delivery of targeted commercial messages, comprising:  
programs to

(a) assembly a plurality of potential purchaser profiles in an electronic file for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement the purchaser-supplied information;

(b) develop commercial message selection criteria for selecting from potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) apply the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) present over a data network to a potential purchaser identified as suited, the specified commercial messages.

16. (New) The apparatus of claim 12, wherein the verified information includes third party verified information that is compared to the purchaser-supplied information.

17. (New) The apparatus of claim 16, wherein the third party verified information includes information from a database controlled by a third party.

18. (New) The apparatus of claim 12, wherein the verified information includes self-verified information that is compared to the purchaser-supplied information.

19. (New) The apparatus of claim 18, wherein the self-verified information includes behavioral information.

20. (New) The apparatus of claim 12, further comprising programs to present the specified commercial messages over the data network to the potential purchaser in conjunction with content.

21. (New) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based at least in part on information not directly supplied by the purchasers for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

22. (New) The method of claim 21, wherein the information not directly supplied by the purchasers includes third party verified information that is compared to purchaser-supplied information.

23. (New) The method of claim 21 wherein the information not directly supplied by the purchasers includes self-verified information that is compared to purchaser-supplied information.

24. (New) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based on information from the potential purchasers and on verified information from at least one other source for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

25. (New) The method of claim 24, wherein the verified information from at least one other source includes third party verified information that is compared to the information from the potential purchasers.

26. (New) The method of claim 24, wherein the verified information from at least one other source includes information from a source that tracks behavior of the at least one potential purchaser.

27. (New) The method of claim 24, wherein the specified commercial messages are presented in conjunction with content to the purchaser display unit of the potential purchaser.

28. (New) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based in part on purchaser-supplied information;

(b) adding information not directly supplied by the purchasers to the purchaser profiles, the potential purchaser profiles for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(c) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(d) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(e) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

29. (New) The method of claim 28, wherein the information not directly supplied by the purchasers includes third party verified information that is compared to purchaser-supplied information.

30. (New) The method of claim 28, wherein the information not directly supplied by the purchasers includes self-verified information that is compared to purchaser-supplied information.

31. (New) The method of claim 28, wherein the specified commercial messages are presented in conjunction with content to the purchaser display unit of the potential purchaser.

32. (New) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement the purchaser-supplied information;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting in conjunction with the delivery of content to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

33. (New) The method of claim 32, wherein the verified information includes third party verified information that is compared to the purchaser-supplied information.

34. (New) The method of claim 32, wherein the verified information includes self-verified information that is compared to the purchaser-supplied information.

**REMARKS**

Claims 1, 5 and 12 are amended, and claims 16 - 34 are added; no claims are cancelled. Thus, claims 1 - 34 are now pending. Support for the amended claims is believed to be found at least in Figure 2 and at Page 18 line 17 to Page 19 line 4, and at Page 29 line 14 to Page 30 line 10.

The present application is a continuation of prior Patent Application No. 09/343,801. The Examiner relied upon the LeMole et al. reference (US Pat. No. 6,009,410) and Dedrick reference (US Pat. No. 5,724,521) to reject claims in the '801 application.

Regarding independent claim 1, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of potential purchaser